



## Upcoming Expo on Local Food Means Business

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MADISON – Local food means business for Wisconsin communities. That's why the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages interested buyers and sellers to register now to either exhibit or attend this second annual event.

The Wisconsin Local Food Expo brings together institutions, groceries and restaurants to meet with exhibiting local food suppliers. The Expo will be held on Tuesday, September 18 from 9:00 a.m.-2:00 p.m. at the Alliant Energy Center Exhibition Hall in Madison.

Highlights of the Expo's agenda include a welcome by Dane County Executive Joe Parisi and a session with Wisconsin Foodie's Executive Producer Arthur Ircink and Host Kyle Cherek. During the Wisconsin Local Food Expo, there will be ample time for buyers and sellers to talk one-on-one to try product samples and initiate potential business sales.

Advance registration is required. Deadline for exhibitor registration is September 4. Buyers need to register by September 10. Costs, additional details and registration forms are available at <http://ifmwi.org/lfmb/2012.aspx>.

The Wisconsin Local Food Expo is hosted by DATCP's Something Special *from* Wisconsin™ Program and Dane County University of Wisconsin-Extension's Institutional Food Market Coalition (IFM). Last year, buyers and sellers from 23 Wisconsin counties attended.

For additional information and registration assistance, call 608-224-3710 or email [witzling@countyofdane.com](mailto:witzling@countyofdane.com).

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